



IBM

00M-608

*IBM Retail Industry Solutions Sales(R) Mastery Test
v1*

Answer: B

QUESTION: 27

Which of the following is not a core part of the IBM Software Group Retail Strategy?

- A. Support for Open Standards and ISVs
- B. Reusable design patterns and code based assets
- C. The Transformation Engine
- D. IBM Software Products

Answer: C

QUESTION: 28

Which IBM product allows retailers to understand what-if scenarios?

- A. COGNOS
- B. ILOG
- C. WRS
- D. SPSS

Answer: B

Reference:

ftp://public.dhe.ibm.com/common/ssi/ecm/en/wss14029usen/WSS14029USEN_HR.PDF
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QUESTION: 29

Which of the following media are most used by adults when they want to research a product?

- A. Social networks and blogs
- B. Mobile devices
- C. Internet and blogs
- D. Downloadable product brochures

Answer: A

QUESTION: 30

Which IBM product allows the customer to data mine and do prediction analysis about its customers?

- A. WRS
- B. COGNOS
- C. SPSS
- D. ILOG

Answer: C

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